

2024

END OF YEAR SUMMARY



The Alliance
for Sustainable
Building Products



FOREWORD

SIMON CORBEY CEO

It was a busy 14th year for the team at ASBP, as you will see from our impressive statistics. We welcomed our new board member Seb Laam Lomas from Architype, when Ben Humphries stepped down after 7 years' service. We are very grateful to Ben for his input and support over the time. We also strengthened our board by adding Eva Woode. Eva is the founder of Edify Content Studio, an agency specialising in researching, writing and developing content for interior and building product brands.

Our year started with our 8th Healthy Buildings Conference and Awards at the Building Centre. Amongst the speakers were DEFRA, DoE, and UKHPA and we enjoyed a packed house with over 150 delegates. At the conference we also announced the winners of the 6th annual ASBP Awards. Congratulations to SEB + FIN Architects, van Heyningen and Haward Architects, Geosentinel, Natural Building Systems, Grosvenor and Qflow. We're looking forward to our 9th Healthy Buildings Conference on 26th February this year and hope you can join us. And we have an exciting joint awards programme planned for 2025 to celebrate a big birthday.. watch this space for further information!

We relaunched our Mass Timber Insurance Playbook, with new endorsements from the highest echelons of the insurance industry: ABI, The RISC Authority and FPA. It was great to see a US version launched and we're so pleased that Built by Nature continue to support the continued growth of biobased products. Our Natural Fibre Insulation Group goes from strength to strength and hosted the inaugural 'Natural Fibre Insulation Week' with a series of in-person events, CPDs, tours and practical hands-on workshops taking place across the UK

We've had a record year for new memberships and we now have 26 Patron Members. We are really grateful for their continued support and we brought all our Patron members together in December to receive some input in our strategy through to 2030, which will be released shortly.

We continue to conduct original research and to influence government policy, with an aim to legislate for embodied carbon and to encourage more biobased products and enable the circular economy. Our Reuse Now campaign has gone from strength to strength and we have a great programme of events planned for the year, so we do hope you can get involved. Do please get in touch if you have any issues you wish to discuss or subjects you would like us to cover, or projects you would like our involvement with.



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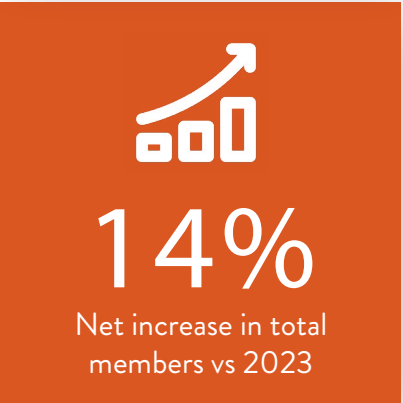
MEMBERSHIP

The ASBP is an independent alliance of organisations that share a common goal of increasing the quality, health and sustainability of the built environment through the identification, development and specification of better products and systems.

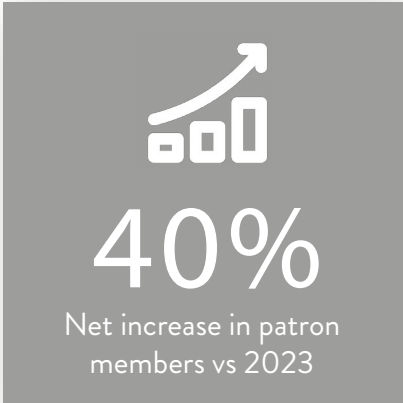
Membership is available to organisations motivated to join us in progressing this agenda through a focus on our six core themes - the ASBP's 'Six Pillars of Sustainable Construction'.

<https://asbp.org.uk/why-join>

ALL MEMBERS



PATRON MEMBERS



REACH

The ASBP disseminates knowledge, updates, news, and event listings through three main channels: our website, social media platforms, and a monthly newsletter. A core objective of the ASBP is to share insights with the industry and advocate for our mission— to lead the transformation to a healthy low carbon built environment by championing the understanding and use of demonstrably sustainable building products.

WEBSITE

110k+ Website hits from 37k unique IP's

3800+ Case study visits

1000+ EPD database users

300+ Interactive House users

7500+ Mass Timber Insurance Playbook downloads

SOCIAL MEDIA

1100+ LinkedIn followers and connections

5000+ Followers on X (now closing and moving to BlueSky)

1200+ Followers on our new BlueSky account

NEWSLETTER

6000+ Monthly newsletter readership

EVENTS

The ASBP hosts regular online and in person events. The purpose of these events is to share knowledge, network, and advocate for the increased use of use of demonstrably sustainable building products.

<https://asbp.org.uk/upcomingevents>



"Informative event with lots of great speakers"

"Great to hear leading experts in the field"



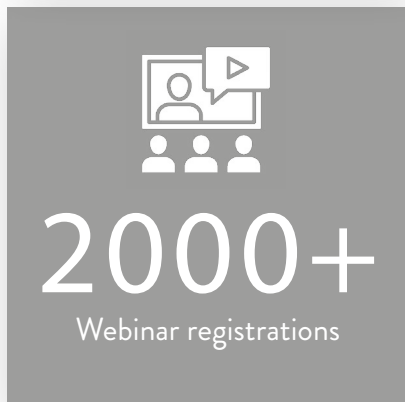
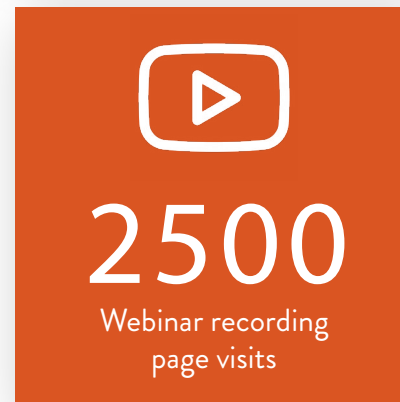
Top event registrations

Natural Fibre Insulation and the Retrofit Challenge
527 registrations

Reuse Now Campaign: Material Passports
332 registrations

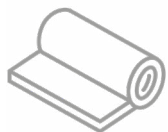
ASBP 2024 Healthy Buildings Conference
215 registrations

Natural Fibre Insulation Summit - The Big Debate
164 registrations



COMMUNITIES OF PRACTICE

The ASBP oversees three Communities of Practice, with a fourth kicking off in 2025 on lime. Each is focused on a key workstream, with the longest-running group established in 2019. These groups enable industry peers to collaborate, share insights, and identify challenges and solutions within the sector.



NATURAL FIBRE INSULATION

15 of the leading manufacturers and suppliers of natural fibre insulation in the UK

Met **4** times in 2024

773 Total registrations across **3 topical webinars** and the **Natural Fibre Insulation Summit**

Organised the inaugural **Natural Fibre Insulation Week**

Produced a **new briefing paper**: *Insulation and retrofit – Finding the sweet spot*

<https://asbp.org.uk/group/natural-fibre-insulation>



REDUCING PLASTICS

8 cross sector members with the common goal of reducing the over use of plastics in the construction industry

Met **3** times in 2024

Hosted the 2024 **Reducing Plastics in Construction Summit**

Ran a second **Innovation Pitch Series** to spotlight innovations in reducing plastics in construction

Continued use of and reference to our **Zero Avoidable Packaging waste in construction project (ZAP)** which was completed in 2023

<https://asbp.org.uk/group/plastics-in-construction>



PAINTS AND FINISHES

9 leading manufacturers and suppliers of natural and healthy paints & finishes in the UK

Met **4** times in 2024

Held webinar 'How to Use Natural Paints and Finishes'

Produced a **new briefing paper**: *“Eco-terms” used to describe paint – what do they mean?*

<https://asbp.org.uk/paints-finishes-group>

REUSE NOW CAMPAIGN

The Reuse Now Campaign aims to increase uptake of the reuse of construction products and materials through exploring supply chain barriers, developing solutions and sharing of knowledge and experience.

2024 saw the campaign complete its first full year and it's going from strength to strength.

<https://asbp.org.uk/workstream/reuse>



450+

Registrations across 3 topical webinars



100+

Attendees at our 2nd Reuse Summit in London



New

Reuse Resource Portal

1st

'Deep Dive' underway on glass partitions, with report due early 2025



2

In person 'From Demolition to Deconstruction' events in Wolverhampton and Bristol



6

Leading industry sponsors

PROJECTS

Throughout 2024, the ASBP team, along with colleagues and partners, has been engaged in five funded projects. Two of these were successfully completed in 2024, while the remaining three continue into 2025.

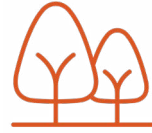


DISRUPT 2

Delivering Innovative Steel ReUse Project

Toolkit published on recovering steel for reuse for demolition contractors and other stakeholders in the supply chain. Completed

<https://asbp.org.uk/toolkit/disrupt-2-steel-reuse-project-toolkit>



IMPACTT

Innovative Mapping and Processes to Advance Construction Timber Transparency

Supply Chain Maps tracing timber's path from forests to buildings. In 2024 through surveys and interviews with sector stakeholders, we identified key gaps and educational needs in forestry and timber sourcing. Completion due 2025



MTIP

Mass Timber Insurance Playbook

Industry leading guidance on mass timber buildings updated with further endorsements from three of the UK's most significant insurance bodies. Completed 2024

<https://asbp.org.uk/project/mass-timber-insurance-playbook>



RETROFIT GUIDE

For Letchworth Garden City

Assessing the opportunities for making homes in Letchworth Garden City more energy efficient, comfortable and communicate this information clearly to residents through a Retrofit Guide. Completion due 2025



HOME GROWN HOMES

Phase 2

Timber's role in carbon offsetting, creating carbon tracking tools, and developing an embodied carbon tool for construction with stakeholder input and potential Welsh Government backing. Completion due 2025



AHRC

Transforming Housing and Homes for Future Generations

This 2-year project focuses on modular social housing retrofits, with ASBP helping validate bio-based, low-carbon solutions to improve energy efficiency and resilience. Completion due 2025

STAKEHOLDERS

The ASBP works with organisations across the entire construction industry, as well as those with a stakeholder role within the sector. We also partner with leading industry organisations through our projects, events, and marketing, in addition to our involvement with natureplus and the Sustainable Development Foundation.

KEY STAKEHOLDER GROUPS

ASBP has a wide reach across its network, partnerships, events, and members. Some examples of key stakeholder groups include:

- Product manufacturers/suppliers
- Architects and designers
- Contractors and demolition contractors
- Developers
- Local, regional, and central government
- Industry bodies including RICS, RIBA, CIBSE
- Insurance companies
- Consultants
- Industry and research bodies including CIRIA and ISE

SUSTAINABLE DEVELOPMENT FOUNDATION

ASBP is part of the SDF Alliance, under the umbrella of the Sustainable Development Foundation. Other organisations in the Alliance include:

- Building Performance Network
- Good Homes Alliance
- LETI
- National Retrofit Hub
- Passivhaus Trust
- SuperHomes
- Sustainable Traditional Buildings Alliance
- Woodknowledge Wales

PROJECT PARTNERS

In 2024 ASBP worked with a number of organisations across a number of projects:

- Agrodome (NL)
- Built by Nature
- CEI-Bois
- Cleveland Steel & Tubes
- DoubleHelix Tracking Technologies
- Stora Enso
- PEFC UK
- TDUK
- The Institute of Demolition Engineers
- Woodknowledge Wales
- Innovate UK

NATUREPLUS

ASBP is the UK representative of the association natureplus. The natureplus eco-label sets stringent sustainability criteria for the accreditation of construction products. www.natureplus.org.

EVENTS AND MARKETING

In 2024 ASBP worked with a number of event and marketing partners including:

- London Build
- Futurebuild
- The Anti Greenwash Charter

TEAM AND CONTACT

Simon Corbey, CEO – simon@asbp.org.uk
(Patron membership, Mass Timber Insurance Playbook, Embodied Carbon)

Katherine Adams, Technical Director – katherine@asbp.org.uk
(Circular Economy, Reuse, Reducing Plastics)

Richard Broad, Director – richard@asbp.org.uk
(Comms, Natural Fibre Insulation, Paints & Finishes, ASBP Awards)

Debbie Ward, Director & Reuse Lead – debbie.ward@asbp.org.uk
(Reuse Now campaign, DISRUPT projects)

Larry Tate, Projects & Comms – larry@asbp.org.uk
(Comms/Newsletter, Reducing Plastics, Reuse Now campaign)

Beth Moran, Membership – beth@asbp.org.uk
(New membership and Renewals)

Debbie Mauger, Social Media – debbie@asbp.org.uk
(Social Media)

Asselia Katenbayeva, Sustainability Research Lead – asselia@asbp.org.uk
(DISRUPT projects, IMPACTT project)